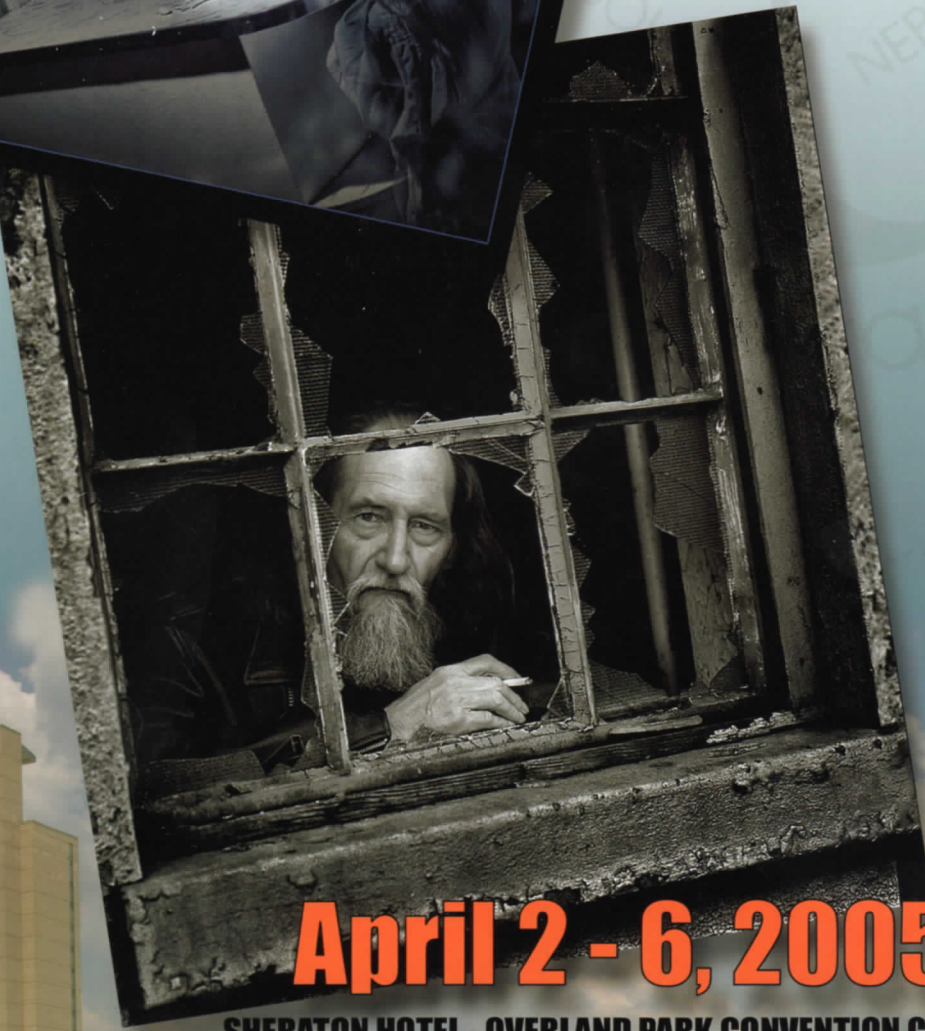


HEART OF AMERICA PROFESSIONAL PHOTOGRAPHERS ASSOCIATION

FOCUS ON SUCCESS

Imaging Conference and Expo

Heart of America



April 2 - 6, 2005

**SHERATON HOTEL - OVERLAND PARK CONVENTION CENTER
OVERLAND PARK, KANSAS**





*Let every nation know, whether it wishes well or ill,
that we shall pay any price, bear any burden,
meet any hardship, support any friend,
oppose any foe to assure
the survival and success of Liberty.*

J. F. K. 1961

*Please join our
employees
in supporting
freedom.*

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Photo courtesy of Bryan Maine

**HOA Officers
BOARD of DIRECTORS
and EXECUTIVE DIRECTOR**

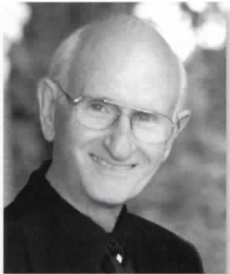
Welcome You

HEART OF AMERICA PROFESSIONAL PHOTOGRAPHERS ASSOCIATION
FOCUS ON SUCCESS
IMAGING CONFERENCE & EXPO
April 2 - 6, 2005

**SHERATON HOTEL - OVERLAND PARK CONVENTION CENTER
OVERLAND PARK, KANSAS**



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Executive Director



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PPA Certified, Cr. Photog.
North Platte, NE
Past President



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HOA Treasurer



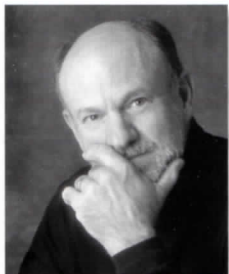
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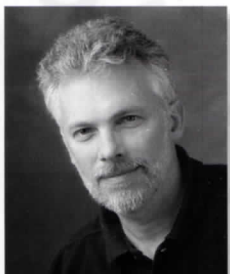
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St. Charles, MO
Director



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Director



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Topeka, KS
Director



Angela Wagner
PPA Certified, M. Photog.
Corydon, IA
Director

Greetings from the President

Welcome to the Heart of America. Heart of America is an organization dedicated to the continuing education of professional photographers. HOA has some of the most informative and exciting speakers delivering the most up-to-date information on photography and business, an industry-leading trade show and a print competition that will knock your socks off.



Donella Penrod
Cr. Photog.
St. Louis, MO
HOA President

We have many firsts this year. You will receive a pre-registration packet in the mail (no need to stop at the registration desk), banquet tables will be pre-assigned (you get to pick the table beforehand, so there's no rush to find your table), and a pre-registration that saves you money.

Coming to the Heart of America Conference will help you "Focus on Success" with hundreds of other photographic professionals, not only through traditional education, but through networking and the exchange of ideas. In this world today we need to increase our productivity, innovation and information. HOA will try to help you reach your goals.

It has been my pleasure to be the HOA President the last two years, and I look forward to meeting all of you.

Today is Yesterday's Tomorrow,
Focus on Success and make it count.

On the Cover:

Our booklet cover features the Best of Show prints from the 2003 conference print competition.

Upper: Non-Master, Best of Show, "Don't Cry Mommy" by Brian Watt, Holdridge, NE

Lower: Master, Best of Show, "Broken"

by Jon Reed, PPA Certified, M. Photog., Cr., Cedar Rapids, IA

State Presidents' Welcome



Bruce Belling

PPA Certified, M. Photog., Cr.
President Professional Photographers of Iowa

Greetings from the great state of Iowa (okay, we're a little prejudiced). Welcome to your Heart of America event!

There is so much to do while you are there. Heart is a great time to be with old friends and to make new ones, as well, throughout the event. Education abounds with a fantastic slate of speakers. Your trade show vendors will be there as usual to impart their knowledge and display the latest. Never forget their importance to Heart of America and make sure you stop by and visit them. Your advancement in photography can be further enhanced by the print competition and display. A little effort to enter can pay huge rewards. All of this at an unbeatable investment makes HOA one of the best experiences available. The Iowa crew is looking forward to seeing everyone and enjoying yet another successful HOA.

Professional Photographers of Iowa

President Bruce Belling, PPA Certified, M. Photog., Cr., Des Moines, IA
 Vice President Wes Siebe, PPA Certified, Dubuque, IA
 Treasurer Don Knop, Mr, PPA Certified, Ida Grove, IA
 Secretary Bob Hawkins, PPA Certified, M. Photog., Cr., MEI, Newton, IA



When I would talk to my grandparents about their lives, about how they traveled across the U.S. in a wagon and established their farms in Northern Kansas, they would always use the term, "Simpler Times". Sometimes I look at my studio and think how we did things just a matter of five years ago and I find myself using the term "Simpler Times".

No doubt that our industry has changed dramatically in the last five to ten years. Our cameras, our lab services, our suppliers and our methods of operating have all changed. It is more important now than ever to keep up with the new technology that is available and at the same time, hone our skills to compete with the ever-changing environment and expectations of our clients.

Welcome to the Annual Heart of America Convention. This is your opportunity like no other, to learn your craft and to expand your knowledge of this ever-changing and competitive art form and business. Please take full advantage of this convention as a chance to meet old friends, build new relationships and explore what is possible in Today's Photography Industry.



Michael Bishop

PPA Certified, Cr. Photog.
President Kansas Professional Photographers Association



Kansas Professional Photographers Association

President Michael Bishop, PPA Certified, Cr. Photog., Pittsburg, KS
 Vice President Bob Huber, PPA Certified, Sabetha, KS
 Treasurer Jay Hall, PPA Certified, Cr. Photog., Derby, KS
 Secretary Waldo Berry, PPA Certified, Cr. Photog., Junction City, KS



Martha J. Dameron

PPA Certified, M. Photog., Cr.
President Professional Photographers Association of Missouri

The states of Iowa, Kansas, Missouri and Nebraska are once again coming together, and there is an exciting sense of newness about our conference. This is the beginning of a yearly conference hosted by the Heart of America Professional Photographers Association. I am looking forward to tremendous programming and an outstanding trade show. In these changing times, it is so important to have access to education and be able to see all the new products that are available as tools for us to operate our businesses. By having "Heart" on a yearly basis, we are able to attract the best speakers and an extensive variety of trade show vendors. I hope that you are as excited as I am at the prospect of such a wonderful group of people gathered together to learn and share the latest in information and technology.

Make sure and stop me to say hello...I am looking forward to renewing old friendships and making new ones. And again, on behalf of PPA of Missouri, welcome to Heart of America 2005!

Professional Photographers Association of Missouri

President .. Martha J. Dameron, PPA Certified, M. Photog., Cr., Springfield, MO
 Vice President .. Debbie Kertz, PPA Certified, M. Photog., Cr., St. Charles, MO
 Treasurer Kelly Blosser, PPA Certified, M. Photog., Cr., Independence, MO
 Secretary Dr. Janet Bonsall, PPA Certified, M. Photog., Warrensburg, MO



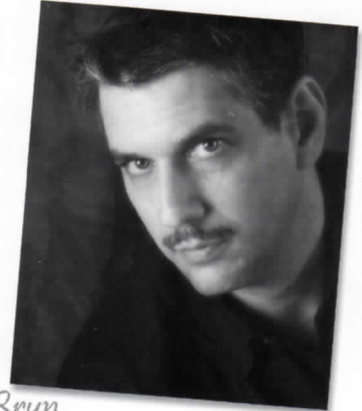
Welcome from the Great State of Nebraska!

I am proud to have served on Nebraska's board of directors, and now as its current President. It has been a wonderful opportunity to work with some great individuals from my very own state of Nebraska and from Missouri, Iowa and Kansas. I would like to welcome all of the members of all of the HOA states as well as those in attendance from out of our region. We in Nebraska are very excited about hosting HOA in 2006. We are really looking forward to having HOA back in Nebraska again.

I look forward to seeing you all in Overland Park, KS.

Professional Photographers of Nebraska

President Eric J. Brun, PPA Certified, M. Photog., Omaha, NE
 Vice President Brad Clark, PPA Certified, M. Photog., Lincoln, NE
 Treasurer Steve Miller, PPA Certified, Omaha, NE
 Secretary Jeff Funk, PPA Certified, M. Photog., Papillion, NE



Eric J. Brun

PPA Certified, M. Photog.
President Professional Photographers of Nebraska

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Last year our customers asked for a better method of web hosting. We listened. Over the past year this new service has really taken off! Files may be rotated and cropped at the time of creating the event to be hosted. You may leave the files at the site for sixty day increments up to a period of six months. We will archive the high resolution files for the duration of hosting. In addition we have streamlined the upload process for an even better experience. The newest feature to Miller's Web Hosting - Custom Web Pages - is now available and extremely popular. Your clients will never know they have left your website!

Hosting is effortless! Your customers will have access to a specific event, such as a wedding, via a password provided by you. They will be able to order prints or specialty items at prices established by you. We will ship directly to them by their choice of UPS Ground or overnight service. Payment transactions are by credit card. We have also added some new features your clients sure to like, such as the ability to show favorite images and view large images or thumbnail previews.

Miller's quality is unsurpassed in the photography industry. This service is available for both digital camera files and scanned files from film. Please call our Customer Service department today to learn more about this exciting service.



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Patsy Hodge
M. Photog., Cr.

"Navigate for Powerful Results"

Saturday, April 2, 2005
1 - 4 pm

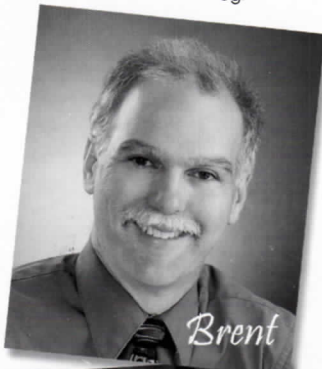
Photographers, managers and sales people can get caught in a churning sea of endless activities. Take time to focus on what's really important to yield powerful sales and marketing results. Patsy Hodge shares insights on navigating your way through a changing marketplace. The destination? A stronger business with a bountiful profit picture.

A variety of experiences help Patsy relate to the tremendous list of challenges faced by studio personnel. With 20 years of experience operating a full-service studio in Texas, she knows how important profit is to the future of a business. Patsy has achieved international recognition with her photography and marketing skills. She continues to share her expertise to improve as she serves as president of Ramsey Resources in St. Louis.



Each safari will have two instructors and a 20-student limit per instructor. Additional Fee Required

HOA Photo Safari *Great Models...Great Locations...Great Fun*



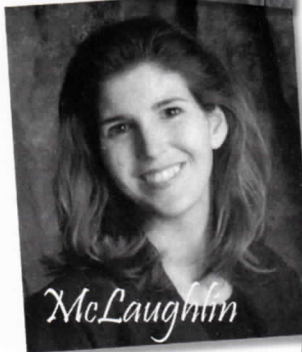
Brent

Back again, by popular demand, are the photo safaris. This year there will be two different times for the safaris and four different leaders. Photo Safaris are a hands-on shooting experience, so bring your cameras, tripods, etc. Safari travelers will meet their leaders in the hotel lobby and then go "on location" in the area for a few hours of fun and shooting.

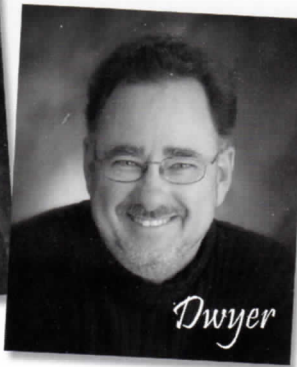
Safari leaders will be Don Brent, Renee McLaughlin, Michael Dwyer and Dave Swoboda. Don will be working with Weddings and Renee will be working with Mothers and Children. Leading the second wave of the safari Michael will work with Seniors and Dave will help give your Creativity a kick in the pants.

Learn some tricks that Don, Renee, Michael and Dave use to take their images to the next level. These fun-filled sessions will be particularly good for the beginning to intermediate photographer who enjoys working on location. Plan to do some shooting...and have some fun.

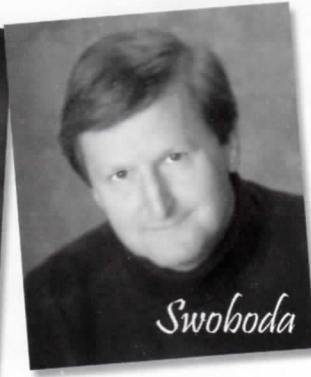
Register for the safari of your choice. Brent and McLaughlin's program will be from 1:00 - 4:00 pm with Dwyer and Swoboda's beginning at 2:00 pm running until 5:00 pm. Full conference registration is required for all those going on a safari. Safari registration is an additional \$40.00. Be sure to mark your safari choice on your registration form.



McLaughlin



Dwyer



Swoboda

Saturday, April 2, 2005
Photo Safari I - 1 - 4 pm
Photo Safari II - 2 - 5 pm

Back by Popular Demand

Discover What Helped to Make Kansas City Famous...Barbecue, Brews & Blues Tour*

Space is Limited - Additional \$50.00 per person Fee Required

Saturday, April 2, 2005 • 6:45 pm - Midnight

Meet by the north doors in the lower level lobby and be ready to board one of the two motorcoaches by 6:45 pm for a night on the town full of Kansas City barbecue, blues and jazz music. One coach will go to Winslow's City Market and the other will go to Arthur Bryant's Barbecue. Both of these establishments are an excellent place for good food. Both places will be serving beef, ribs and turkey accompanied by great side dishes. Your choice of coffee, tea or soft drink is included. The more spirited beverages are on your own.

Following dinner, both groups will go to the Phoenix Piano Bar and Grill and the Blue Room to enjoy some Kansas City-style music.
*(*Due to Kansas City's building occupancy ordinances, optional locations may be substituted.)*

The motorcoaches will bring you back to the hotel around midnight. A fun-filled night on the town for only \$50.00 per person. No alcoholic beverages are included in the price. There will be no cover charges or minimums at any of the stops, and those who wish to may purchase alcoholic beverages. All participants must be at least 21 years old.

Seating is Limited for this event. Be sure to sign up for this night on the town when you send in your conference registration. You know it will be fun and you know you want to go, so sign up now as on-site registration for this tour may not be available.

HOA wants to thank all those who helped bring you this year's outstanding talent:

**Eastman Kodak Co. • Fuji Photo Film, USA • H&H Color Lab
Kansas Professional Photographers School • MAC Group
Photogenic • Virtual Backgrounds**

Equally important to the success of the conference are all the firms and individuals whose participation makes this event possible:

After Glo • Overland Park Convention and Visitors Bureau
Conference Pocket Schedule • H&H Color Lab
First Timers Reception • Kansas Professional Photographers School
HOA Print Awards • Miller's Professional Imaging
Pre-Conference Publicity • American Color Imaging, Big Bear Photo Supply,
CCL Photo Imaging, Christian Photo, Color Central, Colormaster, H&H Color Lab,
Lattin Color Lab, McKenna Color, Midwest Photographic Resources,
Miller's Professional Imaging, Portrait City, Ramsey Resources,
Schiller's, Sportsman Camera, Overland Photo Supply and The Stockhouse
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As you do business with these generous people, be sure to say *thanks!*

(Information complete at time of printing.)

**"AFTER EXTENSIVE TESTING OF ALL LEADING
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THE FUJIFILM FINEPIX S3PRO DELIVERS THE
WIDEST DYNAMIC RANGE AND THE MOST
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— GARY FONG

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The new FinePix S3Pro incorporates over 70 years of Fujifilm photographic technology and expertise. Most significant is Fujifilm's new Super CCD SR11 sensor, engineered to utilize both low-sensitivity R-pixels (6.17 million R-pixels) and high-sensitivity S-pixels (6.17 million S-pixels) that mimic the performance of the silver-halide crystals found in color negative film. The result is to deliver striking image quality, resolution and an unprecedented dynamic range that assures the accurate rendition of detail from the brightest highlights to the deepest shadows.

In addition, the S3Pro's unique Film Simulation Modes allow you to replicate the contrast and saturation characteristics of chrome and negative film. Other features include Color Spaces to give you the option of sRGB and Adobe RGB so you can generate the color rendition you prefer. And with the new RAW capture mode, you can select a smaller file size without losing resolution. You also get the option of vertical or horizontal shutter release, lightning fast start-up, HS-V3 Software Kit for RAW file conversion, and PC Camera Shooting and Exif Extractor. All these features allow for a simplified workflow process.

Fujifilm means digital. The FinePix S3Pro means you get the picture.

For more information call 1-800-800-FUJI, option #1, or visit www.fujifilm.com



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SUNDAY



Eddie Tapp

PPA Certified, M. Photog., Cr., MEI, API

"Empower Your Creative Discoveries"

Sunday, April 3, 2005
7:15 - 11:15 am

Eddie Tapp will share professional image enhancement techniques that will simplify your life and change the way you work. From creating Portra-ramas to advanced image enhancements using powerful features in Photoshop to give you the power of creative control and discoveries as never before. Learn professional, practical digital workflow applications and Photoshop CS techniques as taught by one of the industry's top professionals, using terms that everyone can understand.

Eddie takes the mystery out of achieving proper resolution, techniques to simplify color management, establishing an efficient workflow and image enhancements from capture to delivery. He'll explain the importance of calibration and offer professional tips for getting the best quality from your digital cameras.

This program will also include color control techniques, creative masking and layer features, advanced image retouching and enhancements. Learn how to achieve a variety of artistic effects in production using Actions.

courtesy of Fuji Photo Film, USA

Sunday, April 3, 2005 • 7:30 - 10:30 am

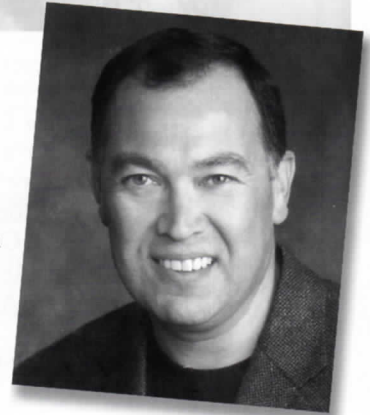
"Fine Tuning the Pro"

In his program Rick will cover the strategies that are necessary to build a healthy family portrait business. The family market need not be monopolized by high volume operations. Rick will thoroughly discuss the most important factors needed for you to get your generous piece of the pie.

The following elements and more will be covered in detail: 1) Marketing venues that create results 2) Marketing venues that create credibility 3) Keys to successful wall portrait sales 4) The design consultation 5) Project or Perish! Taking action on all or some of these strategies could truly improve your position in the market of family portraiture. Go for it!

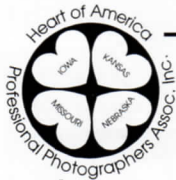
Rick has been practicing his photographic craft for 29 years. He has lectured and judged at regional and national levels as well as in Mexico and Spain. His images have been recognized by receiving many Kodak Gallery Awards and Fuji Masterpiece Awards. In addition, Rick's photographs have been displayed at EPCOT Center and at Photokina in Cologne, Germany.

In 1986 Rick was certified by the PPA, received the Master of Photography degree in 1992 and the Photographic Craftsman degree in 1994.



Rick Avalos

PPA Certified, M. Photog., Cr.



Heart of America Posing and Lighting Seminars

Hands-on Workshop • Basic Portrait Class • Posing and Lighting

These seminars honor all of the photographer/educators of the Heart of America states who gave so generously of their time and talents to assist young photographers. In one way or another, we have all benefited from their guidance.

Heart of America Posing and Lighting Seminar I

This seminar, available only to photographers in their first or second year in portrait photography, will teach basic fundamentals, led by experienced instructors (two each from Iowa, Kansas, Missouri and Nebraska).

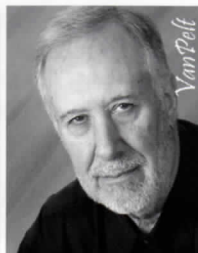
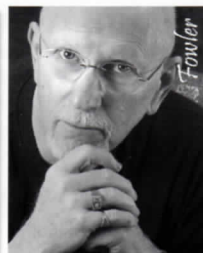
A separate registration fee of \$50.00 will be charged. Students of this Seminar I are not required to register for the full conference. Registration forms must be sent to HOA Registration, PO Box 1163, Liberal, KS 67905-1163. Only 40 registrants will be accepted. A \$400.00 scholarship will be given to one of the students in this class for use at MIPPA or KPPS. Dave Mencl, PPA Certified, M. Photog., Cr., Hutchinson, KS will be the moderator.

Heart of America Posing and Lighting Seminar II

This seminar is available only to photographers who have completed HOA Posing and Lighting Seminar I or the equivalent and who have at least five years of experience in portrait photography. Four instructors will teach advanced techniques. Dave Fowler, Nebraska, will share his ideas about seniors and some of his digital methods; Bill VanPelt, Missouri, will work with wedding couples; Kathleen Bishop, Kansas, will share her expertise on children; and Rick Krebsbach, Iowa, will teach methods for photographing families.

A separate registration fee of \$50.00 will be charged. Student must be a member of one of the four state associations (Iowa, Kansas, Missouri or Nebraska) and be registered for the full conference to attend this seminar. Registration forms must be sent to HOA Registration, PO Box 1163, Liberal, KS 67905-1163. Only 24 registrants will be accepted.

For more information about these two workshops contact Debbie Kertz, Seminar Coordinator, 1049 First Capital Dr., St. Charles, MO 63301, 636-724-4579, debehl@intense.net.



Backgrounds for these seminars have been painted and donated for auction by Susan Trefl, Wellington, KS. Participants in the workshops will have the opportunity to bid and buy these backgrounds as part of a scholarship auction. Proceeds will be used for photographic school scholarships.

Seminar I & II

Sunday, April 3, 2005 • 8:15 - 11:15 am

HOA Comedy Club

A Fun-Filled Evening of Entertainment . . .

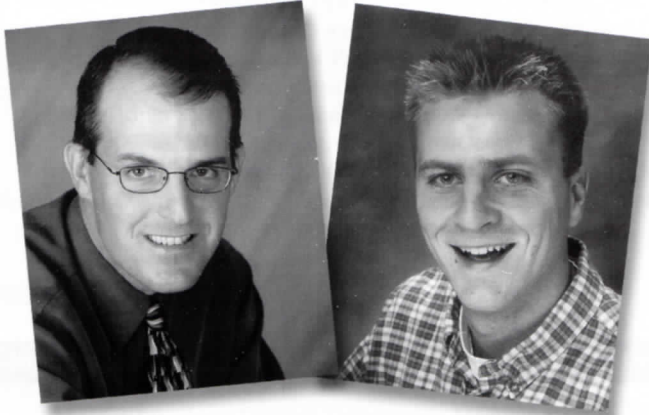
All Included in the Price or Your Registration

Sunday, April 3, 2005

9:30 pm - 1 am

Convention Center Ballroom

featuring the comedy styles of



Paul Wiese Joe Tyler

Paul Wiese and Joe Tyler will co-headline the evening entertainment. Both veteran comedy club performers have several years' experience. Paul has performed with such notables as The Bob and Tom's Show, Kristie Lee, Comedy Central's Lewis Black and Dave Attell, Saturday Night Live's Jim Bruer and from the Blue Collar Tour and Blue Collar TV's Ron White and Larry the Cable Guy. Joe, a Kansas City comedian, has a "you don't have to be dirty to be funny" style that makes him universally appealing. He has appeared in the VH1 documentary special, "When Stand Up Comedy Ruled the World".

There might even be a surprise or two thrown in . . . just for fun!

*So Come On and Be There,
You Know You'll Have Fun!*

Light Snacks • Frothy Keg Beverages • Cash Bar

Entertainment courtesy of H&H Color Lab

American Color Imaging



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NAME BADGES REQUIRED FOR ADMISSION TO ALL PROGRAMS & ACTIVITIES

Friday, April 1, 2005

Friday

- 1:00pm DEADLINE FOR HAND-CARRIED PRINT CASES (NO EXCEPTIONS) LEATHERWOOD ROOM, SH-LL
- 9:00pm - Midnight *Early Bird Hospitality, HOA President's Suite, Room 1224

Saturday, April 2, 2005

Saturday

- 7:00am Judges Breakfast, Convention Center Meeting Room 2, CC-LL
- 7:30am - 4:00pm Registration Desk Open, SH-LL
- 8:00am Print Judging, Leatherwood 1/2/3, SH-LL
- Noon Lunch Break, lunch on your own
- 1:00 - 4:00pm **Patsy Hodge Program**, Cottonwood 1, SH-UL
- Photo Safari I - Don Brent OR Renee McLaughlin**
- 2:00 - 5:00pm **Photo Safari II - Michael Dwyer OR Dave Swoboda**
- 7:00pm Barbecue, Brews and Blues Tour (additional fee)
- 9:00pm - Midnight *HOA Hospitality, HOA President's Suite, Room 1224

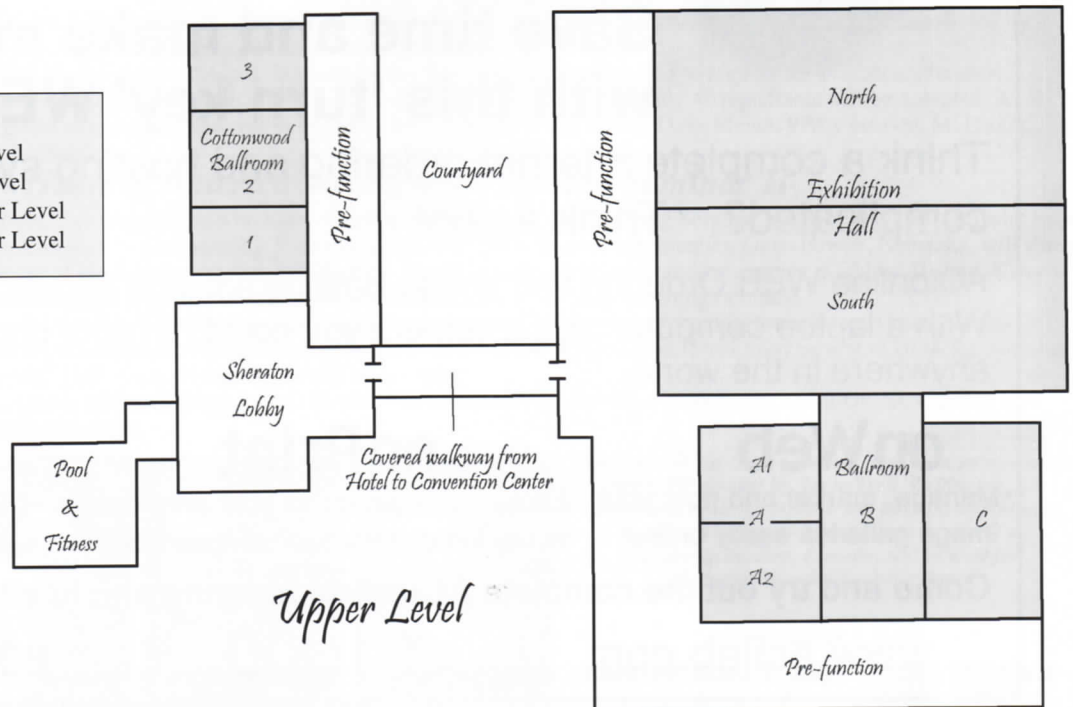
Daylight Savings Time begins at 2:00am Sunday, April 3. Be sure to set your clocks ahead before you retire for the night.

Sunday, April 3, 2005

Sunday

- 7:00am - 4:00pm Registration Desk Open, SH-LL
- 7:15 - 8:30am Morning Coffee, SH-LL
- 7:15 - 11:15am **Eddie Tapp Program**, Leatherwood 1, SH-LL (courtesy of Fuji Photo Film USA)
- 7:30 - 10:30am **Richard Avalos Program**, Maple, SH-LL
- 8:15 - 11:15 HOA Workshop 1, Leatherwood 2, SH-LL (additional fee)
- HOA Workshop 2, Leatherwood 3, SH-LL (additional fee)
- 11:00am - 4:00pm Trade Show Only Ticket Sales Desk Open, CC-UL
- 11:30am - 5:30pm Trade Show Open, Convention Center, CC-UL
- Refreshments and Lunch in the Trade Show
- 11:45am First Timers Reception, Convention Center Meeting Room 1, CC-LL
- 12:30pm Kansas Annual Meeting/Board Meeting, Hawthorne 1, SH-LL
- Missouri Board Meeting/Lunch, Maple, SH-LL
- 6:00 - 9:00pm **Wilbur Tague Program**, Leatherwood 1/2, SH-LL (courtesy of Ramsey Resources)
- Taylor/Attig Program**, Leatherwood 3, SH-LL (courtesy of Kansas Professional Photographers School)
- 9:30pm - 1:00am **"HOA Comedy Club", Convention Center Ballroom (Entertainment courtesy of H&H Color Lab)

KEY:
 SH-LL = Sheraton Hotel - Upper Level
 SH-LL = Sheraton Hotel - Lower Level
 CC-UL = Convention Center - Upper Level
 CC-LL = Convention Center - Lower Level



NAME BADGES REQUIRED FOR ADMISSION TO ALL PROGRAMS & ACTIVITIES

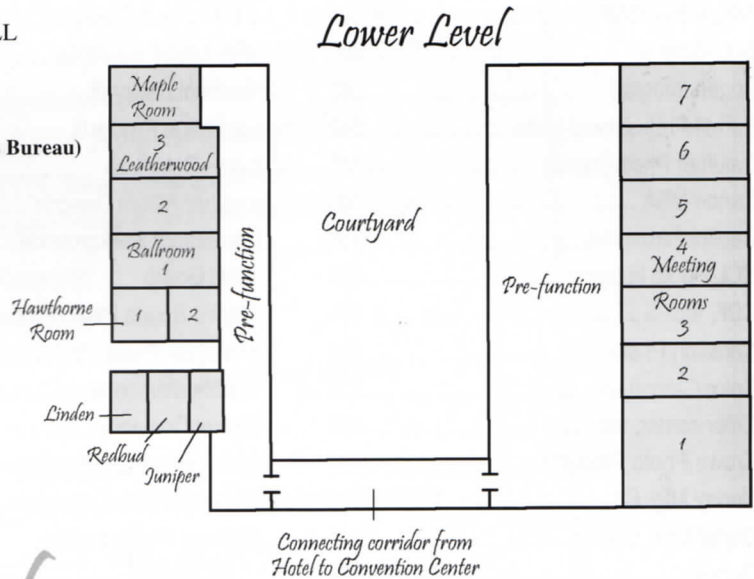
Monday, April 4, 2005

- 8:00am - 3:00pm Registration Desk Open, SH-LL
- 7:00 - 11:00am **Doug Box Program**, Leatherwood 1/2, SH-LL (courtesy of Eastman Kodak Co.)
Rod Evans Program, Cottonwood 1, SH-UL
- 10:30am - 3:00pm Trade Show Only Ticket Sales Desk Open
- 11:00am - 4:00pm Trade Show Open, Convention Center, CC-UL
Refreshments and Lunch in the Trade Show
- Noon Nebraska Past Presidents Luncheon, Maple, SH-LL
Iowa Past Presidents Luncheon, Linden Room, SH-LL
- 5:30 - 6:15pm *HOA Presidents Reception, Convention Center
- 6:30 - 8:00pm HOA Banquet, Convention Center Ballroom
- 8:15 - 9:00pm HOA Awards (**Print Awards courtesy of Miller's Professional Imaging**)
- 9:00pm - 1:00am *All Conference Dance, Convention Center Ballroom

Tuesday, April 5, 2005

- 6:30am Swap Shop Setup, Maple, SH-LL
- 7:30 - 9:30am Swap Shop, Maple, SH-LL
- 8:00am - 2:00pm Registration Desk Open, SH-LL
- 8:30am Iowa General Membership Meeting, Linden, SH-LL
- 9:00am - Noon **Clark & Rachel Marten Program**, Leatherwood 1/2, SH-LL
Ken Skulte Program, Cottonwood 1, SH-UL
Michael Redford Program, Leatherwood 3, SH-LL (courtesy of Eastman Kodak Co.)
Helen Yancy Program, Cottonwood 2, SH-UL
- Noon - 1:30pm **Print Case Pick-up**, Hawthorne, SH-LL
- 1:30 - 4:30pm **Clark & Rachel Marten Program repeats**, Leatherwood 1/2, SH-LL
Michael Redford Program continues, Leatherwood 3, SH-LL
Ken Skulte Program repeats, Cottonwood 1, SH-UL
Helen Yancy Program continues, Cottonwood 2, SH-UL
- 6:15 - 7:00pm *State Presidents Receptions, Cash Bar, Convention Center, Lower Level
- 7:00pm State Award Banquets, Convention Center, Lower Level
Kansas, Convention Center Room 1, CC-LL
Nebraska, Convention Center Rooms 2/3, CC-LL
Missouri, Convention Center Room 4, CC-LL
Iowa, Convention Center Rooms 5/6, CC-LL
- 10:30pm - Midnight *After Glo - Convention Pre Function, CC-LL (courtesy of Overland Park Convention & Visitors Bureau)

KEY:
 SH-LL = Sheraton Hotel - Upper Level
 SH-LL = Sheraton Hotel - Lower Level
 CC-UL = Convention Center - Upper Level
 CC-LL = Convention Center - Lower Level



Wednesday, April 6, 2005

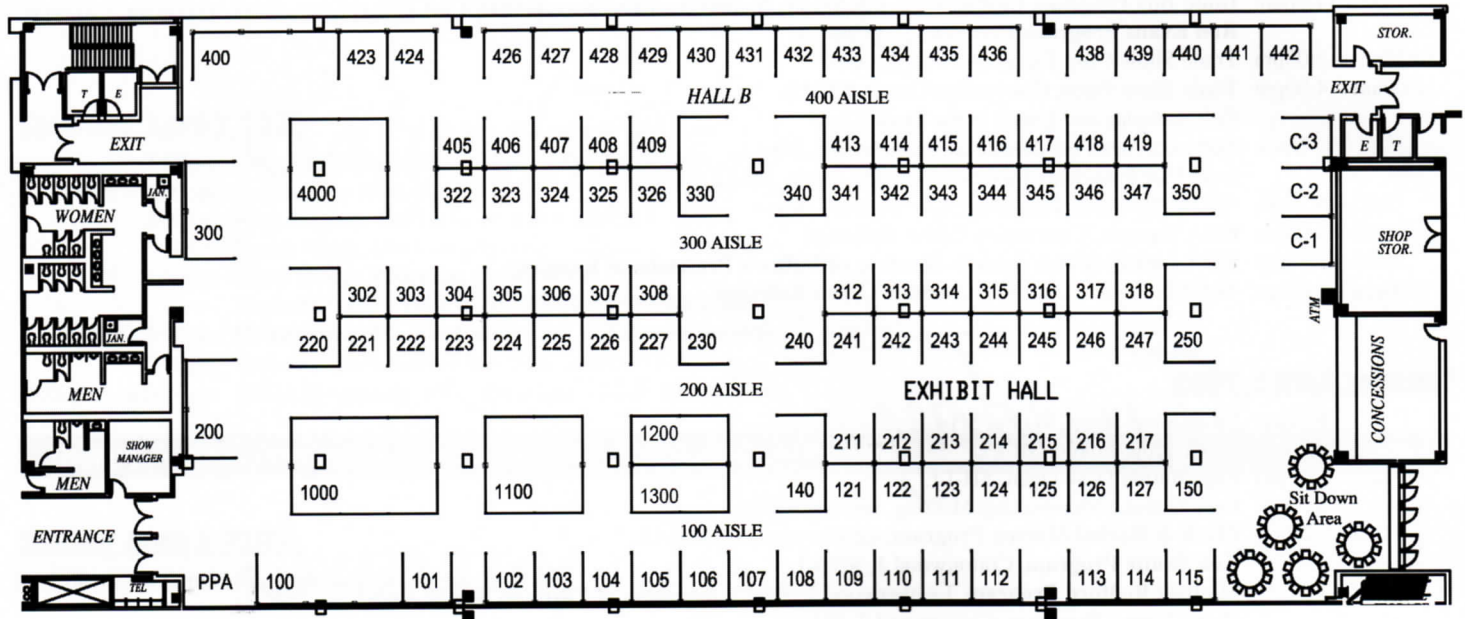
- 6:30 - 9:00am Registration Desk Open, SH-LL
- 7:00am - 2:00pm **Joseph & Louise Simone Program**, Leatherwood 1/2, SH-LL (courtesy of Eastman Kodak Co., Virtual Backgrounds & Photogenic)
Will Crockett Program, Cottonwood 1, SH-UL (courtesy of MAC Group)
- 2:00pm Convention Closing

2005 Expo Exhibitors

Trade Show Hours: SUNDAY 11:30am – 5:30pm
MONDAY 11:00am – 4:00pm

BOOTH LOCATIONS
SUBJECT TO
MINOR CHANGES

*Concessions
Available in
Trade Show*



<i>Company Name</i>	<i>Booth #</i>	<i>Company Name</i>	<i>Booth #</i>	<i>Company Name</i>	<i>Booth #</i>
Albums Inc.	111/112	Granite Bear LLC	126/127	Northwest Professional Color	230
Albums Unlimited	314	Great Lakes Albums, Inc.	431	Off The Wall	
American Color Imaging	1000	H&H Color Lab	220	Productions	245/246/247
Angel Graphics	308	Herff Jones	102	Pacific Studio Supplies	302
Art Leather/GNP	304/305	J B Frame & Design	432	Portrait City By Custom Color	340
Bob Victor's	250	JRS Digital Solutions	215	Printroom.com	103
Bogen Imaging	240	Kendahl Hartcraft	227	Professional Photo Banners	430
Burrell Professional Labs	242	Laminage Products	313	Proofpod.com	123
Calumet Photographic	105	Lattin Color Lab	121	Quantum Instruments Inc.	107
Canon USA	303	Leather Album Designs	124	Schiller's Imaging Group	C1/C2
Capitol Filmworks	108	Les Brandt Backgrounds	400	Sky High Backgrounds/Larson	100
CCL Photo Imaging	316	MAC Group	1100	Studio Plus Software	211
CDF, Inc.	104	Magco Sports Photo Products	223	Style Creek	342
Christian Photo	423	Marathon Press	350	Sunray Printing Solutions	318
Color Central, Inc.	106	Marble Memories	241	Taprell Loomis	122
Colormaster, Inc.	427	Michel Company	101	Taylor Foam Inc.	330
Crown Photo Products	212	Midwest Imaging Products	428	The Levin Co.	140
Denny Mfg. Co.	113/114/115	Midwest Photo Exchange	224/225	The Veach Company	109/110
Digital Link, LLC	326	Midwest Photographic		Unique Photo	406
Dury's	221/223	Resources	150	University Photo	324
Eastman Kodak Co.	4000	Miller's Professional Imaging	300	Virtual Backgrounds	325
Excel Picture Frames, Inc.	200	More Photos	312	Wes Photographics	213
Frameworks	407/408/409	Muslin Magic	306/307	White Glove	426
Fuji PhotoFilm, USA	216/217	Nature's Wood Shop	243/244	White House Custom Colour	125
G.W. Moulding	322/323	NIK Multimedia, Inc.	214	Wicker By Design	405
General Products	226	Noritsu	424		

Correct at time of printing – More booths may be added by conference time – Complete list available at the show.

Heart of America
National Award Recipients

1977 Elgin Smith & Dorothy Smith, Prairie Village, KS
 1979 Roydell Donaldson, Wichita, KS
 1981 W.J. Fuller, Ft. Doge, IA
 1983 Ron Clevenger, Ottawa, KS
 1985 Les Hassel, Bellevue, NE
 1987 Marvin Burk, Cedar Creek, MO
 1989 Helene Larson-Svitak, Valley, NE
 1991 Henry Andrade, Liberal, KS
 1993 Stephen L. Harvey, Liberal, KS
 1995 Merle G. Walker, North Kansas City, MO
 1997 Sara Fishman, Newton, IA
 1999 James L. Frieze, Columbus, NE
 2001 Dixie Laval, Raytown, MO
 2003 Gerald Schlomer, Sedalia, MO

Heart of America
Distinguished Service Awards

1997 JoAnn Belling, Des Moines, IA
 Dick Evans, Lincoln, NE
 Don Hammond, St. Peters, MO
 Stan Reimer, Pratt, KS
 1999 Daniel Wallace & Sharlyn Wallace, Topeka, KS
 Dale Williams, Wichita, KS
 2001 Dick Foy, Burnsville, MN
 Wes Siebe, Dubuque, IA
 Dave Swoboda, Parkville, MO
 2003 Bill Bateman, Maryville, MO
 Bob Hawkins, Newton, IA
 Gary Sterling, Hedrick, IA

President's Reception and Awards Banquet

Everyone is cordially invited to attend the
President's Reception and Awards Banquet**
 Meet and greet the presidents of HOA, PPA, Iowa, Kansas, Missouri and Nebraska
 Enjoy an evening of fun and fellowship with your friends in the Convention Center Ballroom

5:30 pm - President's Reception
 6:30 pm - HOA Awards Banquet
 8:15 pm - Awards Presentations
 9:00 pm - All Conference Dance with the Eight Track Band
 1:00 am - Last Dance

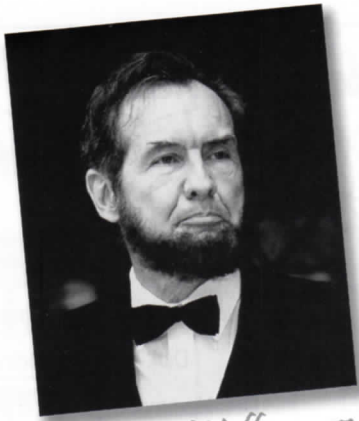
All of these events are included with the full conference pre-registration package.
 Additional tickets may be available. Check at the registration desk prior to this event.

Print Awards courtesy of Miller's Professional Imaging

*Formal attire is optional

Reserved Banquet Seating is Available • Table Sign-up at the Registration Desk

SUNDAY



Wilbur Tague
PPA Certified

“Seniors and Little Seniors”

Sunday, April 3, 2005
6 - 9 pm

As the founder of a highly successful mega-studio complex in Indiana, this savvy manager reveals the secrets of shaping your facility, personnel, promotions and photography to gain maximum profits in senior and children markets.

Wilbur has traveled to orphanages in Mexico, Kenya, India and Thailand; his challenge is to make this a better world through the gift of photography. The man who looks like “Mr. Lincoln” presents his *Honest Abe* approach to success as a photographer and business leader.

courtesy of Ramsey Resources

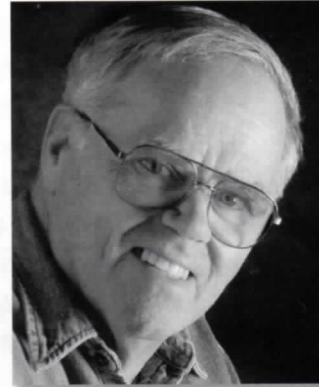
Sunday, April 3, 2005
6 - 9 pm

“Digital Workflow”

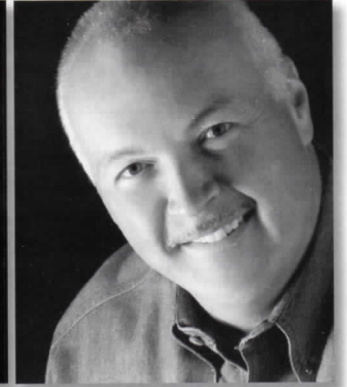
Let this digital duo show you how they have made digital simplify their daily procedures. Learn how not to become a slave to your computer. Just because you have made the switch to digital doesn't mean you need to work longer or harder.

These guys have taken an aggressive approach to the digital services necessary to meet the changing needs of the customers they serve. Fred and Steve will show Photoshop tricks, actions, shortcuts and batch processing methods that will change your daily routine.

courtesy of Kansas Professional Photographers School



Fred Taylor
M. Photog., Cr.



Steve Attig
PPA Certified, Cr. Photog.

MONDAY



Doug Box
M. Photog., Cr.

“Start Making Some Money in the Wedding Market”

Monday, April 4, 2005
7 - 11 am

Doug is a dynamic writer, speaker and author of the popular “The Power of Business” - a marketing and sales system for business success. He is the originator of the revolutionary concept of “Prime Time and Minimum Orders”. A pioneer of marketing in his Business by Referral System, Doug has been inspiring entrepreneurs at all levels to go beyond the normal company into a more successful and creative business.

Besides being an excellent photographer, he has appeared in numerous seminars and conventions. If you haven't seen Doug speak in a while, don't miss this program. His fun and genuine style of teaching will make your day enjoyable, informative and motivational.

His articles and images have graced the pages of most professional photographic publications. He is the author of The Photographic Success Newsletter and has written several books including, “The Power of Business”, “Professional Secrets of Children's Photography”, “Professional Secrets of Photographing Weddings” and “Natural Light Photography”.

courtesy of Eastman Kodak Co.

Monday, April 4, 2005
7 - 11 am

“Swanky Portraits...”

elegant, fashionable senior portraits

Rod Evans combines his passion of classic art with edgy fashion, inspiring a unique, elegant, glamorous look.

His program will include:

- Lighting Techniques...
- Selecting Locations/not studio backgrounds...
- Fashion Posing...to flatter...
- Hair and Makeup Tips...
- How to Create the Model Experience...
- Lots of Slide Shows...
- No Studio Tours...



Rod Evans
Cr. Photog.

Swap Shop

... turn your unused Treasures into Cash

Selling Begins at 7:30 am on Tuesday, April 5, 2005

Swap Shop Schedule

6:30am – Swap Shop Sellers Setup, Maple Room

7:30 – 9:30am – Swap Shop Open, Maple Room

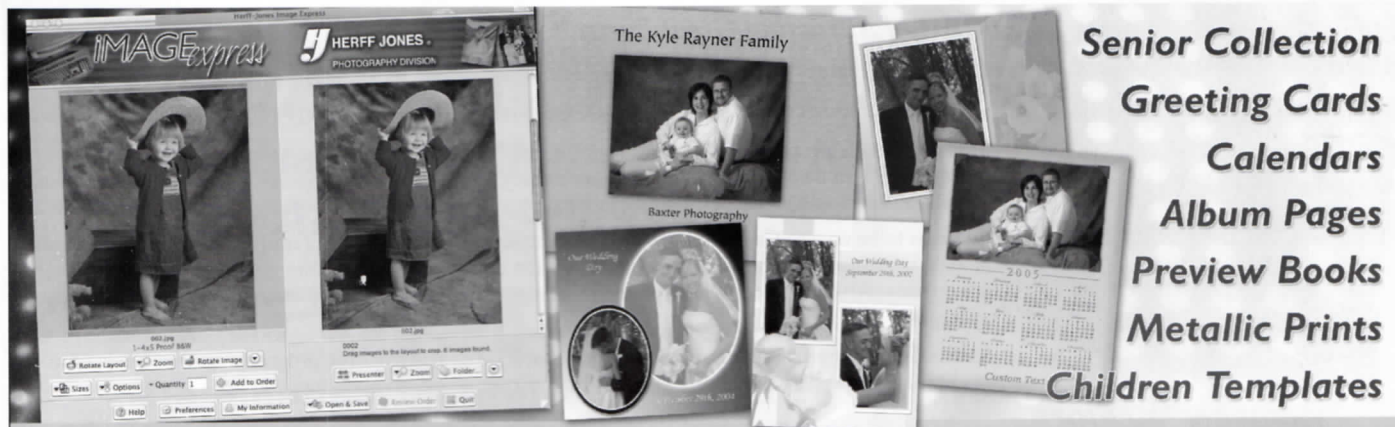
Sellers are responsible for the sale of their own items.

Sellers must be a member of one of the Heart of America state associations.

Items for sale must fit on top of the table or in the space under it.

NO sales by commercial vendors. Sellers' tables are \$30.00 each (Pay at the Door).

Got an item that's too big? Bring a picture of it!



Offer these exciting personalized products to all your portrait customers!

IMAGE*express*

8x10's for \$1.84
Proofs low as 32¢ each!

- **Great Pricing** - Standard 8x10's cost only \$1.84 and proofs as low as 32¢ each!
- **"In by Noon, Out by 5:00"** - Same Day Print Services!
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HERFF JONES[®]
PHOTOGRAPHY DIVISION



Clark & Rachel Marten
M. Photog., Cr.

*This team's effort has found success...
where they were told they would fail!!!*

"Bloom Where You Are Planted"

For the past 18 years Clark and Rachel Marten have operated a country studio nestled in the foothills of the Beartooth Mountain Range just outside Columbus, Montana. Clark was one of the first photographers in Montana to incorporate digital technology.

Your time with Clark and Rachel will be focused on Seniors and how they are generated in the very low-population state of Montana. They will share how they relate with their clients to create an everlasting relationship that brings clients back 50 miles to their studio in the country.

Rachel will share her best market-sharing promotions. Her passion for marketing and selling will encourage you to step out of your comfort zone and go where you have always wanted to be. Clark, in his totally digital studio, will show how thinking digital while taking the images helps to create unique images and cards. He'll also walk you through the process and workflow of creating beautiful digital images.

Tuesday, April 5, 2005
9 am - Noon & 1:30 - 4:30 pm
Morning Program Repeats in Afternoon

Tuesday, April 5, 2005 • 9 am - Noon & 1:30 - 4:30 pm

The wedding portion of this program begins in the morning and continues through mid-afternoon. The balance of the afternoon programming will cover Ken's sports and racing photography.

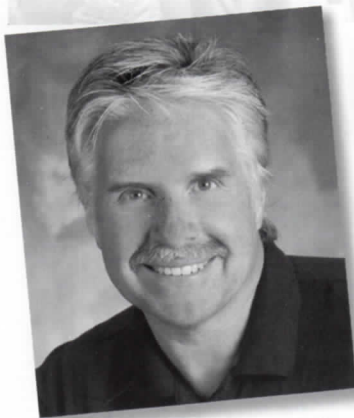
Have you been looking for a new way to see the same old thing? Does your photographic career need a jump start? It's time to break out of the box! Ken will show you how to get excited about your photography again. Ken has accomplished the Grand Award in Weddings from WPPI, Kodak Gallery Elite First Place for one of his wedding albums, numerous Kodak Gallery and Fuji Masterpiece Awards and Photographer of the Year 20 times in his 30-year photographic career. Ken is sought after as a teacher and lecturer, sharing his knowledge across the country and internationally.

You'll see how Ken has kept his passion for photography alive and is always finding a new way of viewing things. Through discussions of light, composition, camera techniques and the use of Photoshop, we will look at how you can go back to your studio with fresh and exciting ideas to start the new season. Come and see how you can develop "Wide Angle Vision"!

"Wide Angle Vision"



Ken Skulte
M. Photog., Cr.



Michael Redford
PPA Certified, M. Photog., Cr., API

"The Art of Attracting Great Portrait Clients and Getting Paid Well in This Wonderful Business"

(50 ways to increase your portrait business)

This program is for portrait photographers from all levels of experience. After attending this presentation the attendee will be equipped to make more money from portrait sessions. Michael will share the many secrets, systems and strategies he utilizes each year to generate high averages from his portrait clients.

Subjects to be covered include many ways of attracting great children, family and high school senior clients, utilizing direct mail and networking in the community to generate great word-of-mouth advertising. Also included will be phone strategies, pricing and image presenting for the highest possible averages!

Redford Photography has been 100% digital since 2001. His teaching programs on this subject are leading-edge and based on a great deal of day-to-day, client-involved knowledge.

courtesy of Eastman Kodak Co.

Tuesday, April 5, 2005
9 am - Noon & 1:30 - 4:30 pm
Morning Program Repeats in Afternoon

Tuesday, April 5, 2005
9 - 4:30 pm

"Unleashing Your Creativity in a Digital World"

Helen will lead the audience deeper into the artistic side of the digital world. The excitement involved in making exceptional images never before possible (or cost-effective) enhances both your creativity and the product lines that can bring additional income to your studio.

Using the latest versions of Photoshop and Painter software, Helen will discuss how both have provided the tools that enable us to create and sell high-end products not available from economy studios and mass merchandisers. Our customers themselves have scanners and we need products they will not be able to produce.

This lecture will teach you artistic techniques above and beyond the "cut and paste" methods that will enable you to make more beautiful and creative images that are uniquely yours. You will learn about digital watercolors, oils and works of art as never before!



Helen Yancy
PPA Certified, M. Photog., Cr., M. Artist, MEI,
Hon. M. Photog., Hon. Fellow-ASP, A-ASP, Fellow BIPP

Heart of America
Affiliated Print Competition

Jury Chairs & Print Judges for 2005

Jury Chairs: Mark Garber
Helen Yancy
Duncan MacNab

Judges: Brad Affolder Jim Chagares Richard Newell
Jon Allyn Dennis Craft Aaron Pepis
Rick Avalos Kaye Frey Gillian Randall
Bert Behnke David Huntsman Dan Stoller
Doug Box Rex Lavoie Michael Timmons
Rod Brown Gene Lista Tina Timmons

Deadline for Shipped Cases:

Must be at the Geo. E. Fern Co. Address by
WEDNESDAY, MARCH 30, 2005

Deadline for Hand-Carried Cases:

Must be at the Leatherwood Room (Lower Level)
of the Overland Park Sheraton Hotel by
1:00 pm, FRIDAY, APRIL 1, 2005

— NO EXCEPTIONS —

Heart of America
First Timers' Reception

**Is This Your First
Heart of America Conference?**

All first time attendees are invited to a special reception
in their honor in the Convention Center Meeting Room 1
at 11:45am on Sunday, April 3.

Sponsored by the Kansas Professional Photographers School

Early Bird Hospitality

Friday, April 1, 2005

9:00am – Midnight

HOA President's Suite, Room 1224

No one under the age of 21 will be served alcohol. IDs will be checked.

Stop by the Kodak Booth and Register to Win a Kodak 1400 Digital Printer

Continue your FOCUS ON SUCCESS...

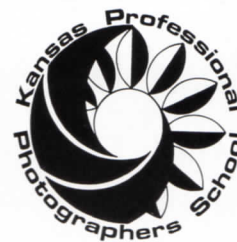
***Attend a class at either of these two
PPA Affiliated Schools...***

maipp

**Mid-America Institute
of Professional Photography**

JUNE 5 – 9, 2005

**University of Northern Iowa
Cedar Falls, Iowa
www.maipp.com**



**Kansas Professional
Photographers School**

JUNE 5 – 9, 2005

**Bethel College
Newton, Kansas
www.kpps.com**

*Continuing Education is essential
to your growth and prosperity!*

Visit their Booths in the Trade Show



Louise & Joseph Simone

“The Portrait: Unveiling the Spirit Within”

**Wednesday, April 6, 2005
7 am - 2 pm**

Through the use of quality lighting, body language, strong composition and the meaningful connection developed with the subject, truth and reality are revealed on both the part of the subject and the photographer as they each demonstrate what they are truly about. Having knowledge of appropriate lighting and graphic design, as well as knowledge of ourselves and of others, we enable ourselves to attain the portrait’s purpose, which is to unveil the spirit within by telling the stories of those we observe through our lens.

Our reputation has crossed various frontiers as our presence is requested in many places to share our knowledge with colleagues and meet wonderful people.

The love and passion that we invest in our profession is reflected in each image, because a subject who feels respected, loved and valued will disclose his or her complete authenticity.

courtesy of Eastman Kodak Co., Virtual Backgrounds and Photogenic

**Wednesday, April 6, 2005
7 am - 2 pm**

“Professional Workflow with Will Crockett”

Here’s what’s in store...

Spend all day with national level digital mentor Will Crockett and improve the image quality of YOUR digital capture portraits.

Will shares his deep technical knowledge, his pro digital techniques, and even a few secrets on:

- Upgrading Your Lighting Techniques for Digital
- Proper Exposure Using Will’s “Facemask” Histograms
- Gain Color Control with “Painless Color Management”
- JPEG, TIF, or RAW, which one is right for you?
- Simple and Easy Digital Portrait Session Workflow
- Quality Output = Quality \$\$\$\$\$

Come and see solutions you can really use like:

- The light modifiers that work best for digital
- Lighting ratios for quality digital capture
- Controlling and adjusting your color values for accuracy and effect WITHOUT Photoshop
- Client-pleasing output made easy and profitable



Will Crockett

courtesy of MAC Group

Heart of America

Past Presidents

1975-77	Roydell Donaldson, Wichita, KS
1977-79	W.J. Fuller, PPA Certified, Ft. Dodge, Al
1979-81	Les Hassel, PPA Certified, M. Photog., Cr., Bellevue, NE
1981-83 ...	Robert J. Westrich, PPA Certified, M. Photog., Cr., St. Louis, MO
1983-85	Marvin Burk, Cr. Photog., PPA Certified, Cedar Creek, MO
1985-87	Henry Andrade, Liberal, KS
1987-89	Richard Evans, M. Photog., Lincoln, NE
1989-91 ...	Don Hammond, PPA Certified, M. Photog., Cr., St. Peters, MO
1991-93	Sara Fishman, M. Photog., Newton, IA
1993-95	Dan Wallace, PPA Certified, Cr. Photog., Topeka, KS
1995-97	James L. Frieze, M. Photog., Cr., Columbus, NE
1997-99	Gerald Schlomer, PPA Certified, M. Photog., Cr., Sedalia, MO
1999-01	Dave Mencl, PPA Certified, M. Photog., Cr., Hutchinson, KS
2001-03	Don Milroy, PPA Certified, Cr. Photog., North Platte, NE

Heart of America

Committee Assignments

2005 Imaging Conference and Expo

Awards	Jim Dingwell©
Convention / Trade Show	Stephen L. Harvey
Photography	Suzanne Fischer
Prints	Jim Dingwell
Programs	Stephen Smith
Program Security	Suzanne Fischer
Props / Models	Linda Nichols
Publications	Ron Clevenger
Registration	Bruce Belling
Signature Clothing	E. Tom Strade
Social Events	Angela Wagner
Sponsors	Don Milroy
Swap Shop	Gary Fail
Trade Show	Gary Fail
Transportation	PPA / GKC



H&H Color Lab

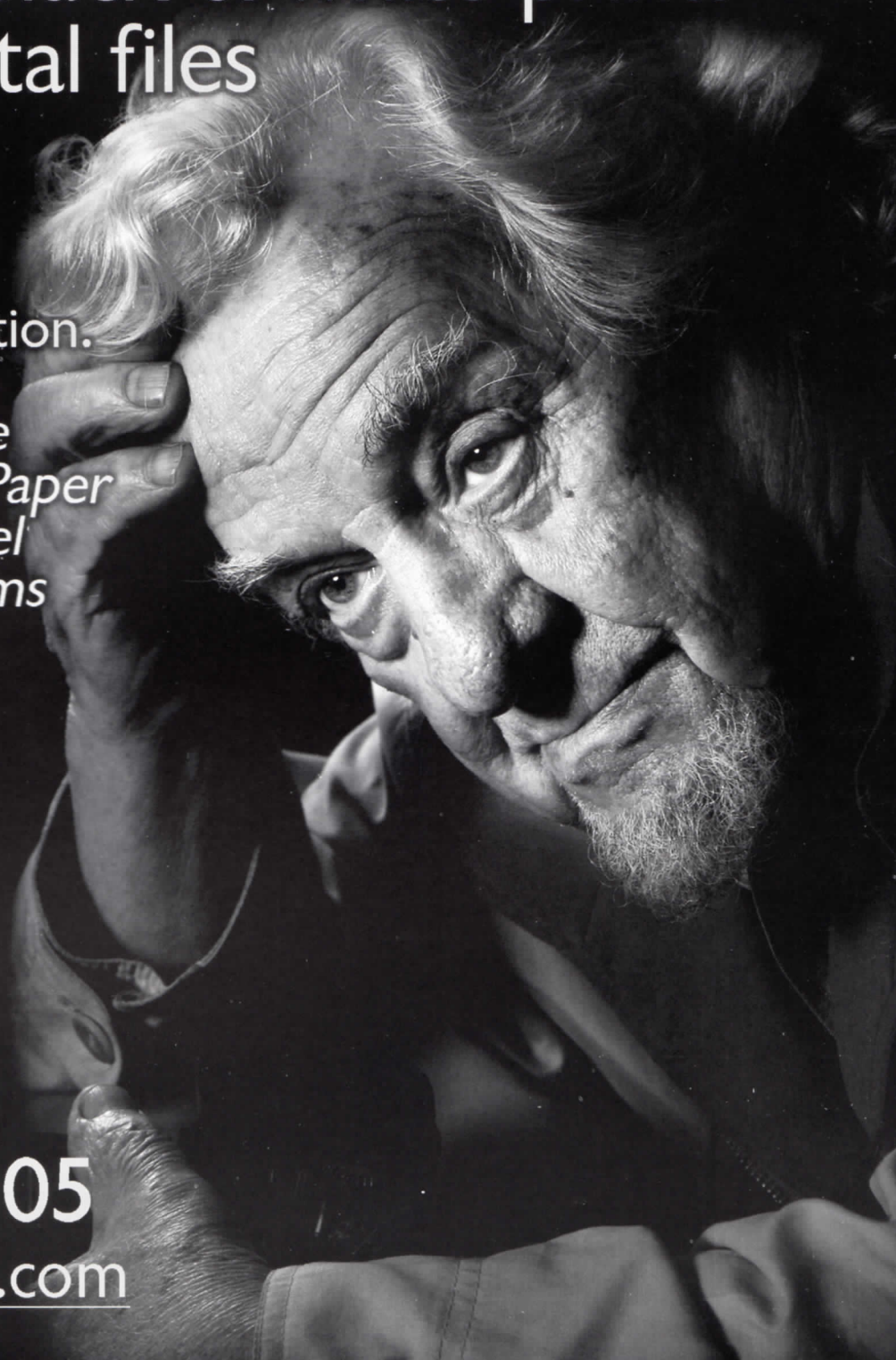
Authentic black & white prints from digital files

authentic

adj. authentic

1. Not false or imitation.
2. Real; genuine.

*See: Semi Matte
B&W RC Paper
Reference: Ansel
Adams*



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No other company offers the professional marketing products and services that attract the clients YOU want to serve

COMPARE WHAT MARATHON OFFERS:

Custom-designed "image-marketing" & "action-marketing" materials		<i>featuring your unique graphic style, designed to attract your ideal clients and help drive year-round business</i>
Cutting-edge—yet affordable—custom website creation		<i>hosting and e-commerce solutions with no sales commissions, in a graphic style to match your printed marketing materials</i>
Comprehensive money-saving marketing plans		<i>including image- and action-marketing publications, Internet services, and substantial discounts on other Marathon products and programs</i>
Low-cost automated direct mailings		<i>targeting family, children's, and infant's markets . . . Marathon does the mailing!</i>
Automated "Client Connections" mailings		<i>market back to your valued clients — for thank-yous, birthdays, holidays, special offers and more — in a matter of minutes</i>
Image-building studio support materials . . .		<i>from client education brochures to eye-catching packaging materials</i>
Educational resources		<i>to inspire your photography and improve your business, including Marathon's new "Marketing Resource and Activity Planner"</i>



Best of All . . .

Marathon can help you implement these marketing strategies through its popular *Marketing Workshops* or *One-Day Marketing Orientations* that help focus your marketing ideas and complete your marketing projects.

To register for a Marketing Workshop or One-Day Marketing Orientation, call (800) 228-0629

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